

The Hong Kong Jockey Club Improves Risk Management with Real-Time Data Processing

The Hong Kong Jockey Club
 Hong Kong
 www.hkjc.com

Industry:
 Media & Entertainment

Annual Revenue:
 US\$12,460 million

Employees:
 4,200

Oracle Products & Services:
 Oracle TimesTen In-Memory
 Database

Key Benefits:

- Enabled continuous analysis of football pool and facilitated business intelligence activities with real-time data processing
- Improved risk management through close monitoring of betting activities
- Ensured data integrity at all times with secure and stable system
- Catered for future growth by installing a flexible, scalable database platform

“With Oracle TimesTen In-Memory Database, we are able to analyze the football pool continually and deliver key performance data within sub-seconds. The quick response time has given us a great advantage in managing and mitigating risk exposure from our fixed-odds betting operations.” – Dr K.S. Sin, Manager, IT Architecture, The Hong Kong Jockey Club

Few things are more thrilling than the thunder of hoofs and the roar of the crowd during a day at the races. Horse racing is the most popular spectator sport in Hong Kong, drawing thousands of local and international visitors to the Sha Tin and Happy Valley Racecourses between September and June.

Overseeing the revelry is the Hong Kong Jockey Club (HKJC), one of the largest racing organizations in the world. It also manages the Mark Six Lottery and oversees fixed-odds betting on football matches held outside Hong Kong. A unique feature of HKJC is its not-for-profit business model, whereby surplus earnings are donated to charity. Over the past decade, the organization has given an average of HK\$1 billion every year to hundreds of charities and community projects, ranking it alongside the Rockefeller Foundation as one of the biggest charity donors in the world.

In 2006, HKJC became the first organization in Greater China to deploy Oracle TimesTen In-Memory Database. The solution keeps critical IT systems secure and continually operating. It also enables the Club to aggregate, correlate, and process massive data volumes in sub-seconds, ensuring it can conduct business intelligence activities in real time during football matches.

Real-Time Data Processing

HKJC offers a range of betting services, allowing punters to place bets via telephone, cell phone, mobile device, personal digital assistant, and the Web. Much of the organization’s IT operations involve keeping these applications available and processing information in real time.

Oracle TimesTen In-Memory Database delivers instant application responsiveness and the high throughput required by time-critical industries such as gaming. Deployed in the application tier as a cache or embedded database, applications are able to access, capture, or update information many times faster than conventional databases.

Oracle TimesTen In-Memory Database has greatly reduced data processing times. It also met the extremely fast response time required by HKJC and enabled real-time business-intelligence activities.

“With Oracle TimesTen In-Memory Database, we are able to analyze the football pool continually and deliver key performance data within sub-seconds,” said Dr. K.S. Sin, manager, IT Architecture, the Hong Kong Jockey Club. “The quick response time has given us a great advantage in managing and mitigating risk exposure from our fixed odds betting operations.”

Why Oracle?

HKJC needed a system that delivered and processed data instantly to meet the demands of a massive customer base. It also had to be stable and secure at all times to handle the large number of transactions.

“The challenge is to find systems that can respond in real-time, that are highly scalable for future growth, and that provide competitive advantages with increased return on investment.

“Oracle TimesTen In-Memory Database provides us with the perfect solution.”

Implementation Process

HKJC implemented Oracle TimesTen In-Memory Database in late 2002. The organization went live with the solution in August 2003.

The Hong Kong Jockey Club is one of the largest racing organizations in the world. It oversees racing activities, the Mark Six Lottery, and fixed-odds betting services on football matches held outside Hong Kong. The Club operates a not-for-profit business model where all its surplus earnings are donated to charity.